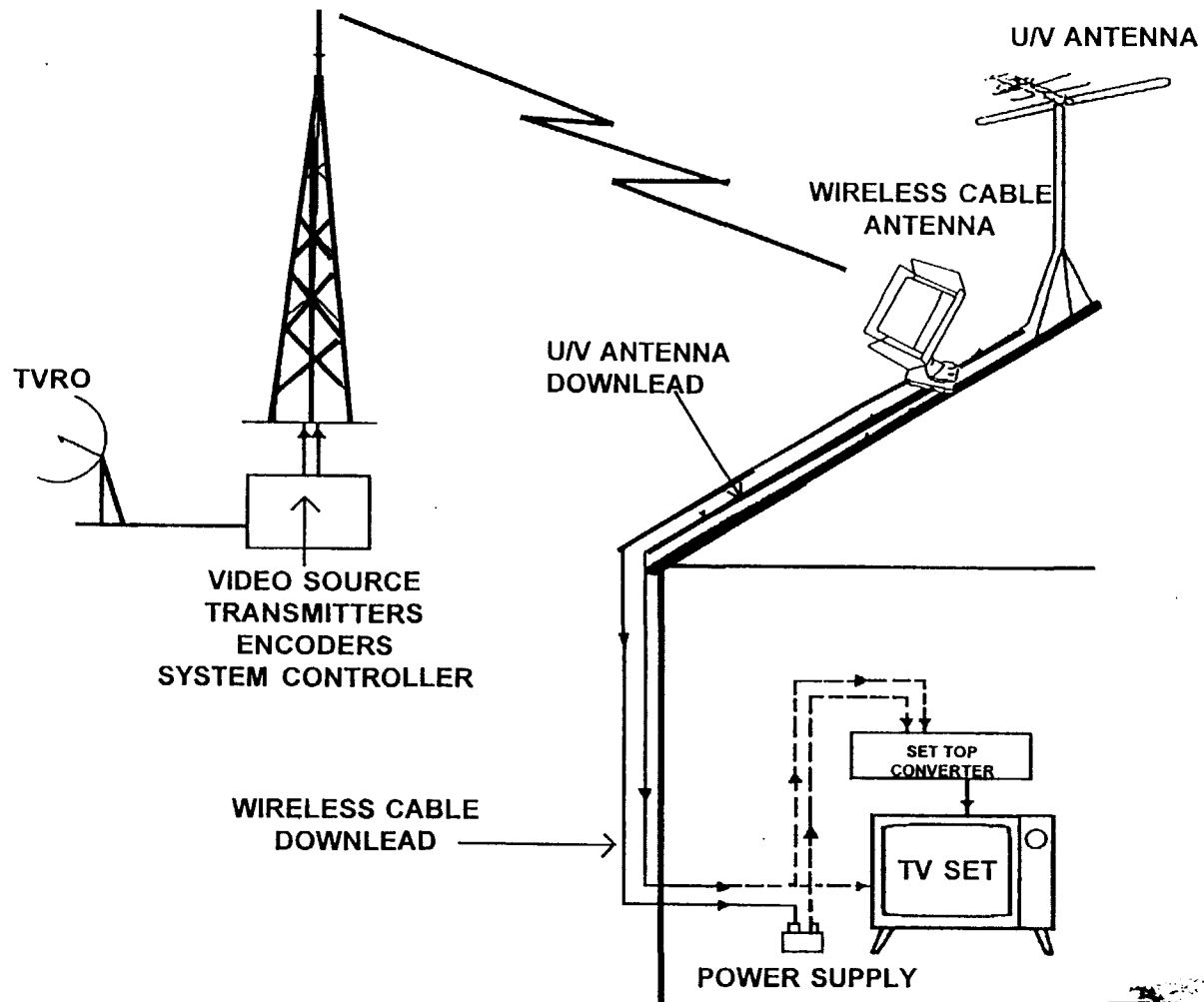


WIRELESS CABLE/MMDS SYSTEM





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PACIFIC BELL DIGITAL TELEVISION

ANTENNA & SET TOP EQUIPMENT INSTALLATION

What Equipment Do Customers Need?

Pacific Bell Digital TV requires two pieces of equipment: an antenna and a set-top unit, and customers are not required to buy them. The equipment is included in the installation and monthly service fees.

How Is It Installed?

A Pacific Bell Digital TV technician installs the antenna on the roof, eave or chimney. The antenna is connected to the set-top unit by coaxial cable. The entire installation takes about two and one-half hours. Unlike the installation of a satellite service (which typically requires the homeowner to buy, install, and maintain the antenna), the entire installation is handled by Pacific Bell and is included in the initial fee.

How Does the Antenna Work?

The antenna receives the digital signal from transmitters on Mt. Wilson or Modjeska Peak. The technician ensures that the antenna is positioned for the best signal strength and the highest-quality service.

What About the Set-Top Unit?

Like satellite television and most cable services, Pacific Bell Digital TV requires a digital set-top unit (with remote control). This box serves several purposes. First, it is a digital tuner. Second, it provides the "Interactive Onscreen Program Guide" which offers detailed information about programming schedules. Finally, it allows the customer to receive pay-per-view movies.

PACIFIC BELL DIGITAL TELEVISION

CABLE COMPETITION

Elected officials, voters, television viewers, and consumer advocates are vocal and adamant in their desire to promote competition in the cable and broadcast-television industry. Congress and the President responded by enacting the Telecommunications Act of 1996. The Federal Communications Commission (FCC) responded with regulations that permit the installation of antennas for services such as Pacific Bell Digital TV.

To encourage competition, the new FCC regulations specifically allow installation of residential antennas on single-family homes in all areas except those eligible for listing in the National Historic Register. This grants Pacific Bell the ability to install antennas region-wide and offer high-quality service to cities and counties.

Cable World Magazine, an industry trade journal, recently reported that 55% of cable customers would switch providers right away for similar programming and price packages. Pacific Bell Digital TV is meeting this demand for choice and competition in the television marketplace. In addition, unlike satellite services, Pacific Bell Digital TV offers a full complement of local news programming and network affiliates.

Pacific Bell Digital TV offers a superior product for television viewers. More importantly, it offers consumers the freedom of choice.

NEWS RELEASE

CONIFER CORPORATION
P.O. BOX 1025
BURLINGTON, IA 52601

RELEASE: February 3, 1997

CONIFER CORPORATION, the leading manufacturer of wireless cable MMDS reception equipment, introduces the New digital compatible **Microceptor™** **Series** integrated antenna line to the marketplace.

With excellent side lobe and cross pole performance, the flat panel style Microceptor™ is an innovative compact design that is superior to most larger parabolics. PCS, Microwave, and Radar filtering, wide-band performance, lightweight, low profile and easy-to-install are all reasons the Microceptor™ is fast becoming the #1 choice in the industry!

The optional Universal Micro-Mount permits installers to mount the Microceptor™ just about anywhere there is line-of-sight. Mount it to a wall, a vent, roof, chimney and even most rain gutters. The Microceptor™ is available in a 13 or 16 dBi gain unit.

For further information, contact CONIFER's sales department at 800-843-5419 (U.S.), 319-752-3607 (International), or fax 319-753-5508.

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